

THREE NEW SUPER SLEEK AND COMPACT CANON POWERSHOT ELPH DIGITAL CAMERAS PROVIDE SUPERB IMAGE QUALITY

New Pocket-size PowerShot ELPH 150 IS, PowerShot ELPH 140 IS and PowerShot ELPH 135 Digital Cameras Feature High-Quality Optics, Outstanding Performance and HD Video Capabilities

MISSISSAUGA, ON., February 11, 2014 – Canon Canada Inc., a leader in digital imaging solutions, announces the addition of three new versatile and high-performance PowerShot digital cameras to its ELPH lineup. The ultra-compact PowerShot ELPH 150 IS, PowerShot ELPH 140 IS and PowerShot ELPH 135 digital cameras are ideal for capturing sharp, high-quality images and video.

Each new PowerShot ELPH digital camera features a powerful zoom lens and image sensor combined with the DIGIC 4+ Image Processor providing clear, crisp and vivid images. In addition, all three cameras are equipped with a dedicated movie button, allowing users to quickly capture meaningful memories in 720p HD video.

Canon's new PowerShot ELPH digital cameras are designed with ease-of-use in mind, enabling users to enhance their photography through a series of intuitive features. In Smart AUTO mode, each camera will analyze the scene at-hand and select the optimal camera setting. ECO mode can reduce battery consumption by dimming and eventually turning off the LCD screen when not in use, helping to increase the number of shots and time capturing video in-between charging cycles. In addition, the convenient Help Button offers a quick and easy way to uncover the potential of each camera by explaining the functionality of various settings and features.

"These new PowerShot ELPH cameras are ideal for those individuals who realize that their everyday moments are worth capturing on a dedicated digital camera that delivers stunning image quality," said Justin Lam, Vice President and General Manager, Imaging Technologies & Communications Group & Internet Marketing Division, Canon Canada.

PowerShot ELPH 150 IS digital camera

The PowerShot ELPH 150 IS digital camera is equipped with an impressive 10x optical zoom lens and 20.0 megapixel sensor, enabling users to capture photos with outstanding image quality. In addition, this digital camera features Intelligent IS – a setting that automatically chooses from eight different modes to help optimize image stabilization based on various shooting conditions.

The PowerShot ELPH 150 IS digital camera will be available starting in February for a retail price of \$169.99 in a variety of colours – blue, red and black.

PowerShot ELPH 140 IS digital camera

The PowerShot ELPH 140 IS digital camera also delivers high-quality imaging capabilities with a powerful 8x optical zoom lens and 16.0 megapixel sensor. Like the PowerShot ELPH 150 IS, the PowerShot ELPH 140 IS digital camera features Intelligent IS mode helping to make shooting both simple and intuitive.

The PowerShot ELPH 140 IS digital camera will be available starting in February for a retail price of \$149.99 in two colours – gray and red.

PowerShot ELPH 135

Also featuring an 8x optical zoom lens and 16.0 megapixel sensor, the PowerShot ELPH 135 digital camera offers stunning imaging capabilities at a budget-friendly price.

The PowerShot ELPH 135 digital camera will be available starting February for a retail price of \$129.99 in black and red.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. With almost \$46 billion in global revenue, its parent company, Canon Inc., ranks among the Top 4 in US patents registered since 1994. Canon ranks among the world's Top 30 brands and is one of Forbes' Magazine's World's Most Admired Companies. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility. For more information, please visit www.canon.ca or join us on Facebook at www.facebook.com/CanonCanada

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